



Form ADV, Part 3: FORM CRS Customer Relationship Summary March 29, 2022

Introduction

Gateway Advisory, LLC ("Gateway") is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

Gateway provides personalized investment management and financial planning services. The firm provides financial advice to individuals, trusts, foundations, endowments, and corporations. Gateway imposes a minimum annual fee of \$2,500. This minimum may be waived in the discretion of Gateway.

Financial Planning

Gateway provides its clients with a broad range of comprehensive financial planning services. These services generally include retirement planning, education planning, survivorship and insurance planning, estate and tax planning. These services may be included as part of Gateway's wealth management services, described below. Gateway also offers advice on cash flow and debt management, tax planning, liability management strategies, and estate and wealth transfer planning.

Investment Management

Investment management services will be provided on a "discretionary" basis. When clients engage Gateway, clients generally share financial information including income, investments, savings, insurance, and other items that are helpful to Gateway in assessing the client's unique situation, needs, and goals. With all of this information, Gateway is able to provide the client with a financial and investment plan that it believes consists of the best possible ways to reach the client's goals while satisfying all of their financial needs. When Gateway is engaged to provide investment management services on a discretionary basis, Gateway monitors an account to ensure that it meets the client's asset allocation requirements. If any changes are needed to the investments, Gateway makes the changes. These changes may involve selling a security or group of securities and buying others or keeping the proceeds in cash. Clients may, at any time, place restrictions on either the types of investments that Gateway purchases on their behalf or on the allocations to each investment type. Clients may receive at their request written or electronic confirmations from the account custodian after any changes are made to an account. Clients also receive monthly statements from the account custodian. Clients engaging Gateway on a discretionary basis are asked to execute a Limited Power of Attorney (granting Gateway discretionary authority over a client account) as well as an Investment Management Agreement (IMA) that outlines the responsibilities of both Gateway and the client.

For more detailed information, please refer to our Disclosure Brochure, the ADV Part 2A, under Item 4 Advisory Business and Item 7 Types of Clients, which can be found by [clicking here](#).

? **"Given my financial situation, should I choose an investment advisory service? Why or why not?"**

? **"How will you choose investments to recommend to me?"**

? **"What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?"**

What fees will I pay?

Financial Planning and Consulting Fees

Gateway charges a fixed fee and/or hourly fee for financial planning or consulting services. These fees are negotiable, but generally range from \$1,000 to \$15,000 on a fixed fee basis and/or from \$100 to \$350 on an hourly rate basis, depending upon the level and scope of the services and the professional rendering the advice. If the client engages Gateway for additional investment advisory services, Gateway may offset all or a portion of its fees for those services based upon the amount paid for the financial planning services.

Asset Management

Generally, assessed fees vary from 1.5% to 0.1% per annum of the market value of a client's assets managed by Gateway. Fees are negotiable and may be higher or lower than listed above based on the nature of the account. Fees are determined in the sole discretion of Gateway based upon several factors including account size and complexity of assets. Investment advisory fees are debited directly from each client's account. The advisory fee is paid quarterly, in advance, and the value used for the fee calculation is the average daily balance of the assets as valued by the custodian. Therefore, if the annual fee is 1.00%, then each quarter, Gateway multiplies the average daily value of the account by 1.00% and divides by 4 to calculate the quarterly fee. To the extent there is cash in the account, it is included in the account's value when calculating fees only if the cash is part of the investment strategy. Once the calculation is made, Gateway instructs the account custodian to deduct the fee from the account and remit it to Gateway.



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There are several other fees that can be associated with holding and investing in securities. Clients are responsible for fees including transaction fees for the purchase or sale of a mutual fund and commissions for the purchase or sale of a stock or bond. Mutual fund expenses are not included in management fees because they are deducted from the value of the shares by the mutual fund manager. You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. For more specific information regarding our fees, please refer our Disclosure Brochure, the ADV Part 2A under Item 5 Fees and Compensation by [clicking here](#).

“Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?”

What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means:

Certain of Gateway’s supervised persons are licensed insurance agents with various insurance companies and, in such capacity, will recommend, on a fully-disclosed commission basis, the purchase of certain insurance products.

Depending on a client’s given circumstances, Gateway may recommend that a client rollover retirement plan assets to an Individual Retirement Account (IRA) managed by us. As a result of a rollover, we may earn fees on those accounts. This presents a conflict of interest, as Gateway has a financial incentive to recommend that a client roll over retirement assets into an IRA we will manage. When we provide investment advice to you regarding your retirement plan account or individual retirement account, we are fiduciaries within the meaning of Title I of the Employee Retirement Income Security Act and/or the Internal Revenue Code.

For more specific information regarding our fees, please refer our Disclosure Brochure, the ADV Part 2A under Item 5 Fees and Compensation by [clicking here](#).

“How might your conflicts of interest affect me, and how will you address them?”

How do your financial professionals make money?

Financial professionals of Gateway are paid a portion of the asset management fees collected from clients. Financial professionals are not rewarded sales bonuses.

Do you or your financial professionals have legal or disciplinary history?

No. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs).

“As a financial professional, do you have any disciplinary history? For what type of conduct?”

Additional Information

Additional information about our investment advisory services can be found at www.GatewayAdvisory.com or by [clicking here](#). A copy of our relationship summary can also be requested by calling (908)233-8100.

“Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer?”

“Who can I talk to if I have concerns about how this person is treating me?”



= Conversation starter. Consider asking your financial professional these questions.